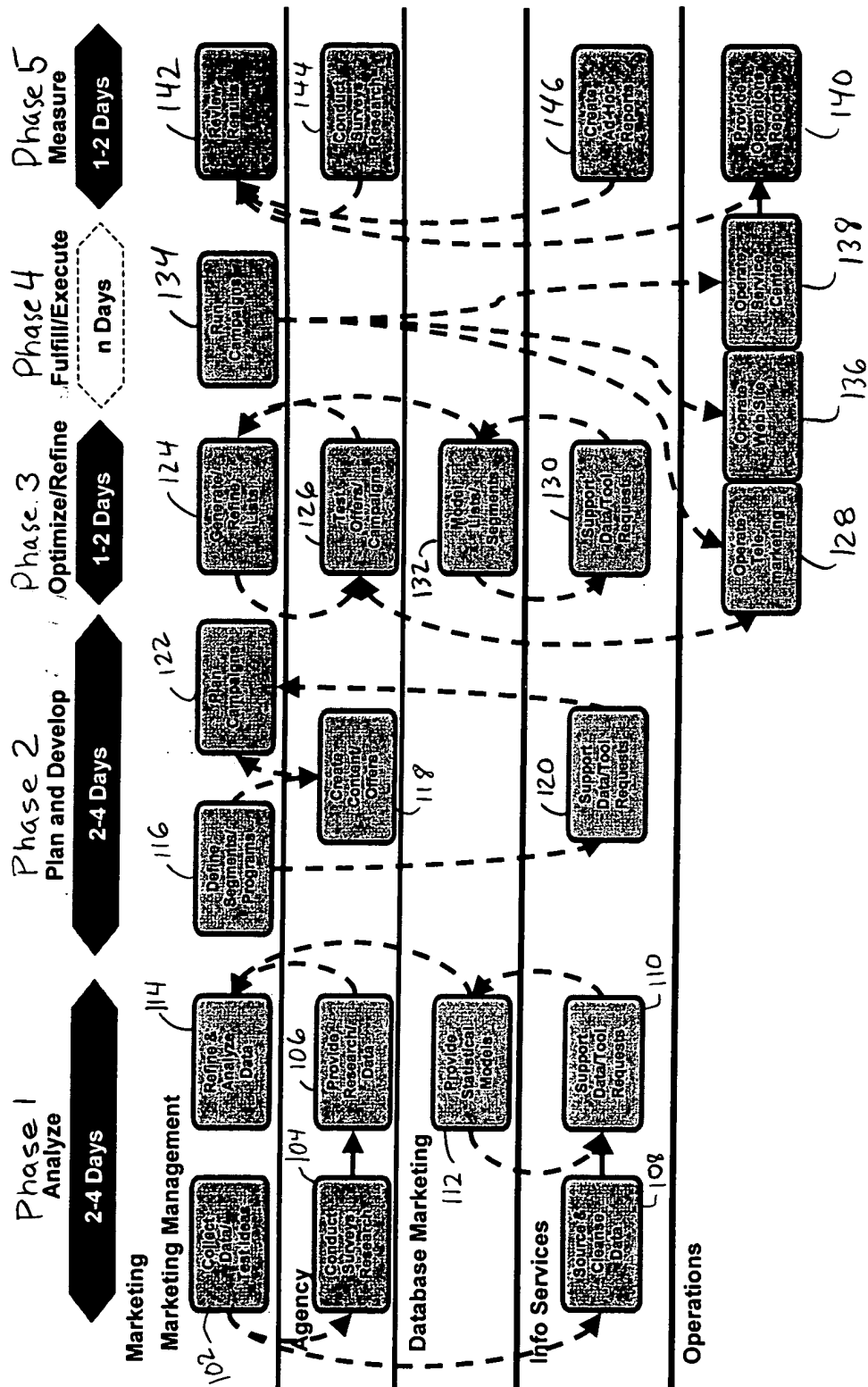


FIG. 2



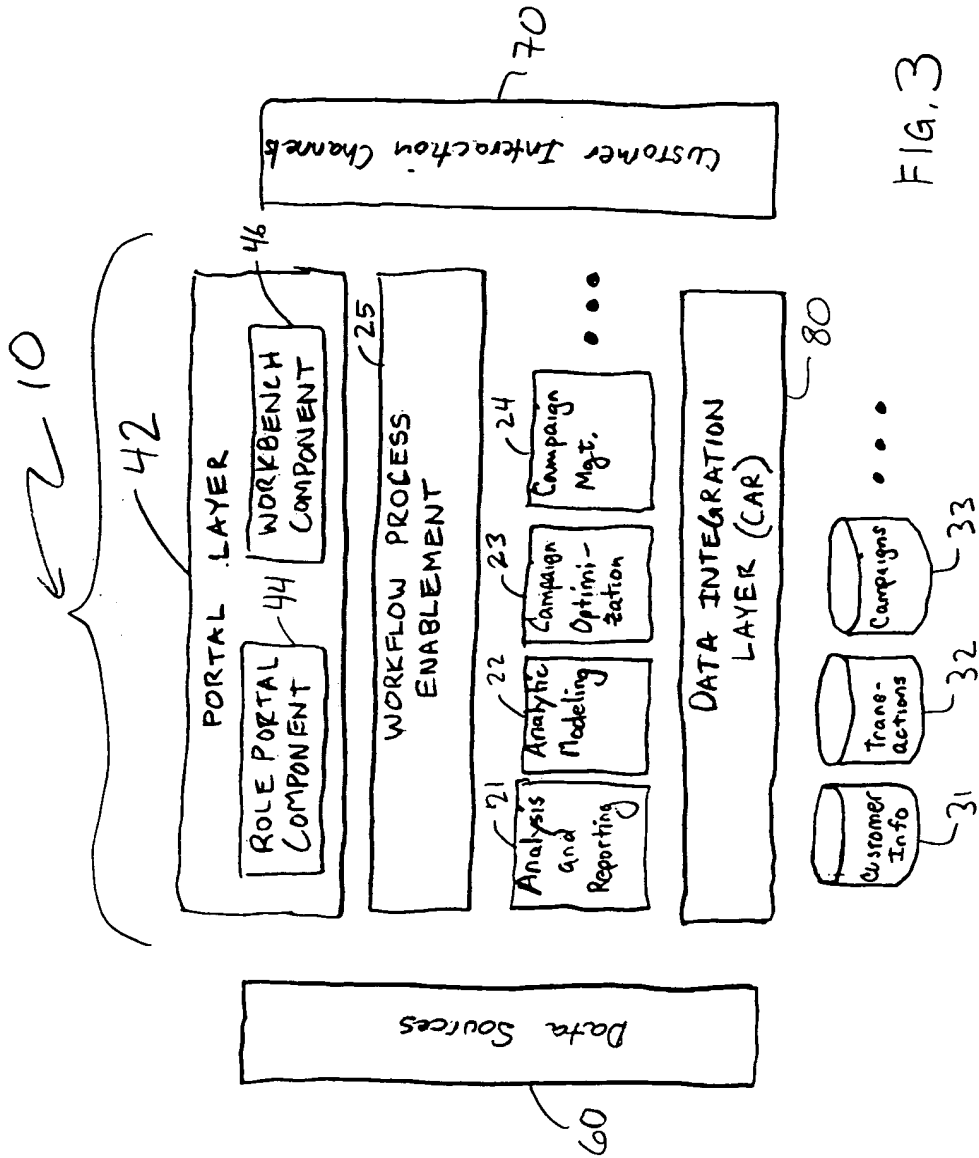
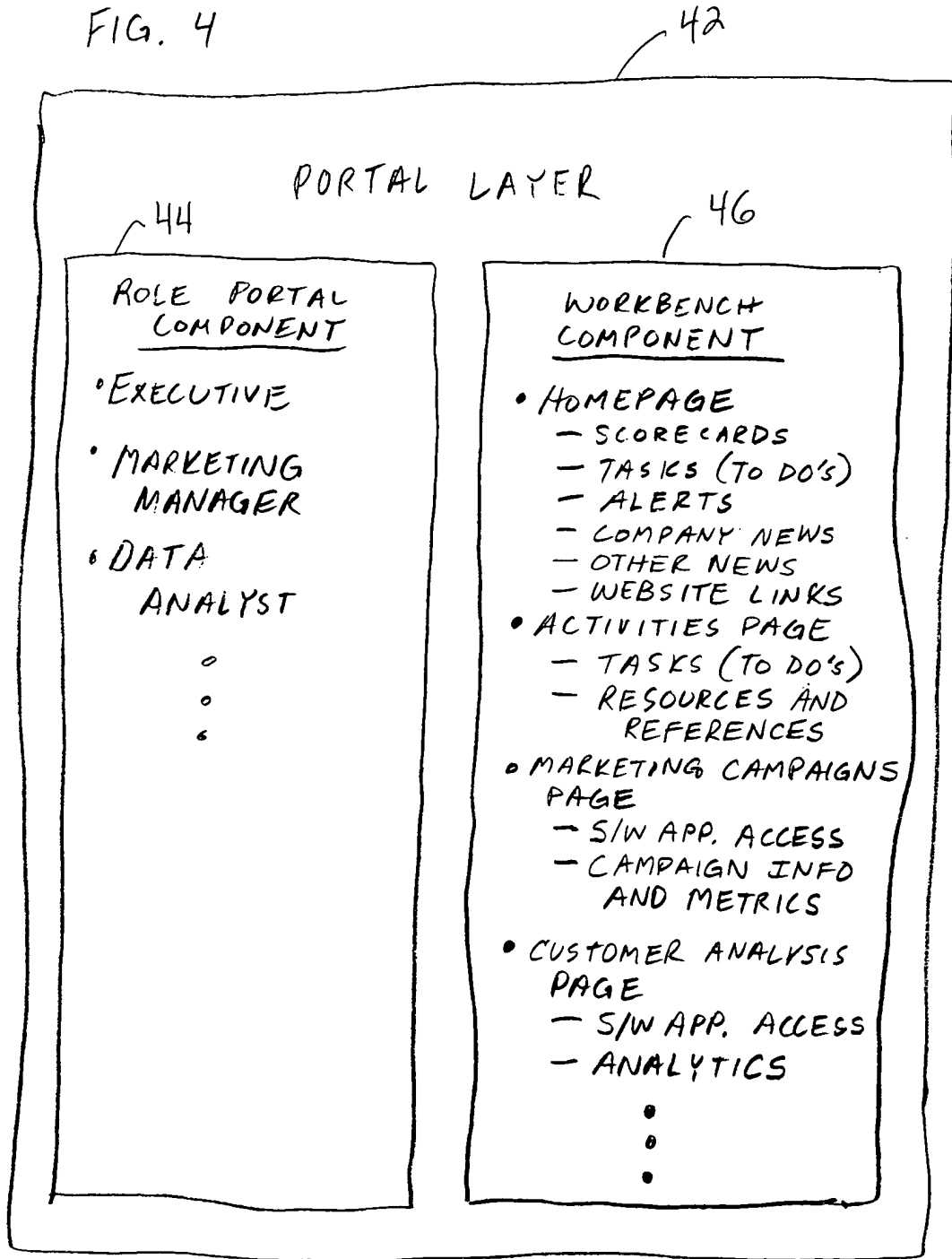


FIG. 4



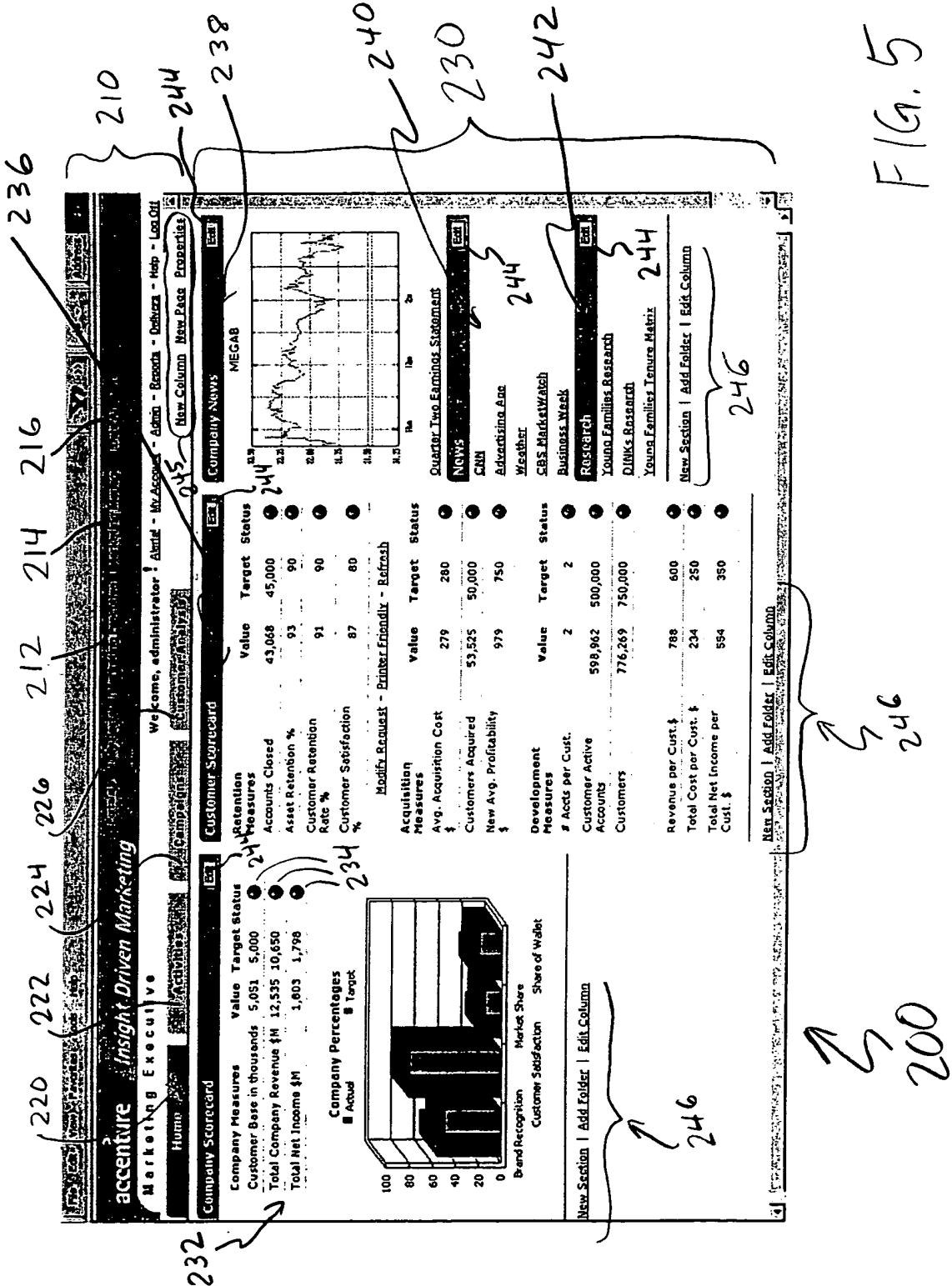


FIG. 5

332

[illegible]

330

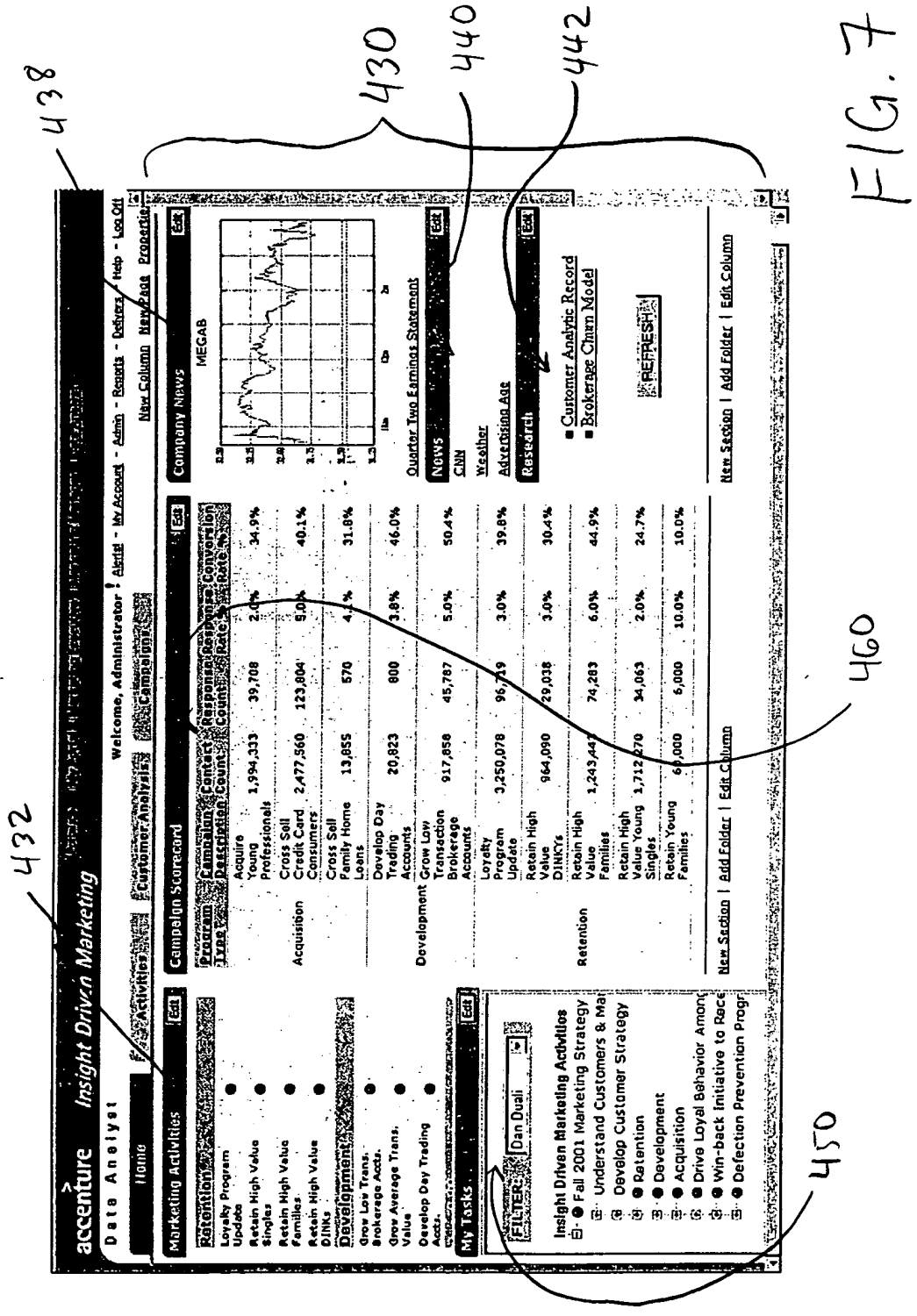
Fig. 6

356

350

352

h5c



accenture

Insight Driven Marketing

Marketing Executive

Welcome, Administrator! Admin - Reports - Deliver - Help - Log Off

Home

Activities

Campaigns

Current Page

New Column

New Page

Properties

Task Details

560

Task Details

Assignee: Maria Martinez --- Marketing Campaign Manager

Phone Number: (612)277-8778

Work Item: Initiate Program

Status: Impacted

Date Assigned: 20-Jul-01

Date Due: 25-Jul-01

Input Forms: Input Program Name

Description: To start a new program strategy process, open the attached form and enter an identifying name for this process. This name will be used to maintain relationships later on in the process (es).

Actions: Continue Reassign

554

Task Details

Assignee: Maria Martinez

Insight Driven Marketing Activities

● Fall 2001 Marketing Strategy

● Understand Customers & Markets

● Develop Customer Strategy

● Retention

● Development

● Acquisition

● Drive Loyal Behavior Among Newly Acquired Customers

● Win-back Initiative to Recent Defectors

● Defection Prevention Program

● Initiate Program

● Initiate Customer Strategy

Online Reference

R09 Company Assessment-KPI report.doc

R20b Objectives Memo.doc

R20 Business Objectives-KPI Report.doc

530

FIG.8

565



670

660-672

Marketing Executive

Insight Driven Marketing

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FIG. 9

277-760

730.

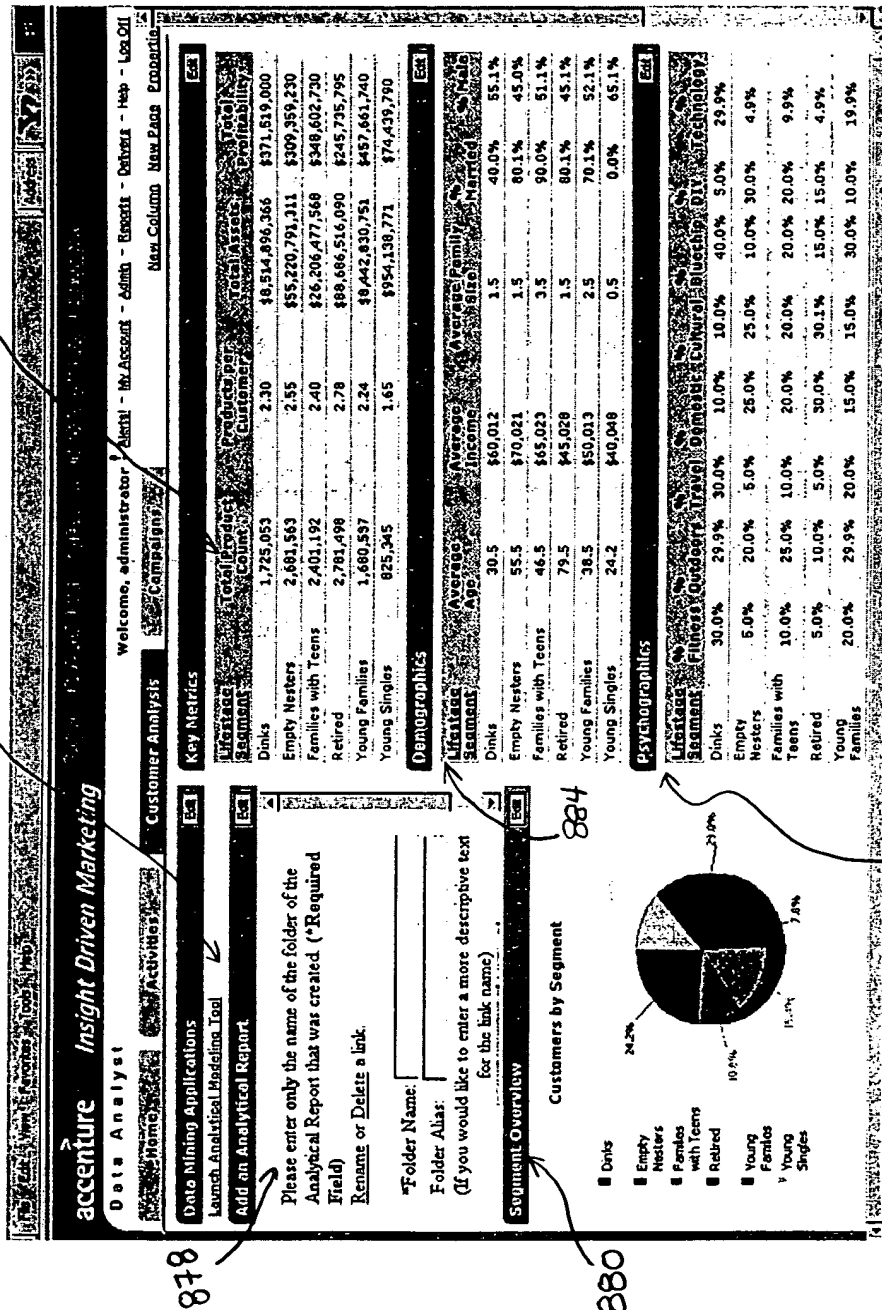
Fig. 10

[illegible]

382

830

FIG. 11



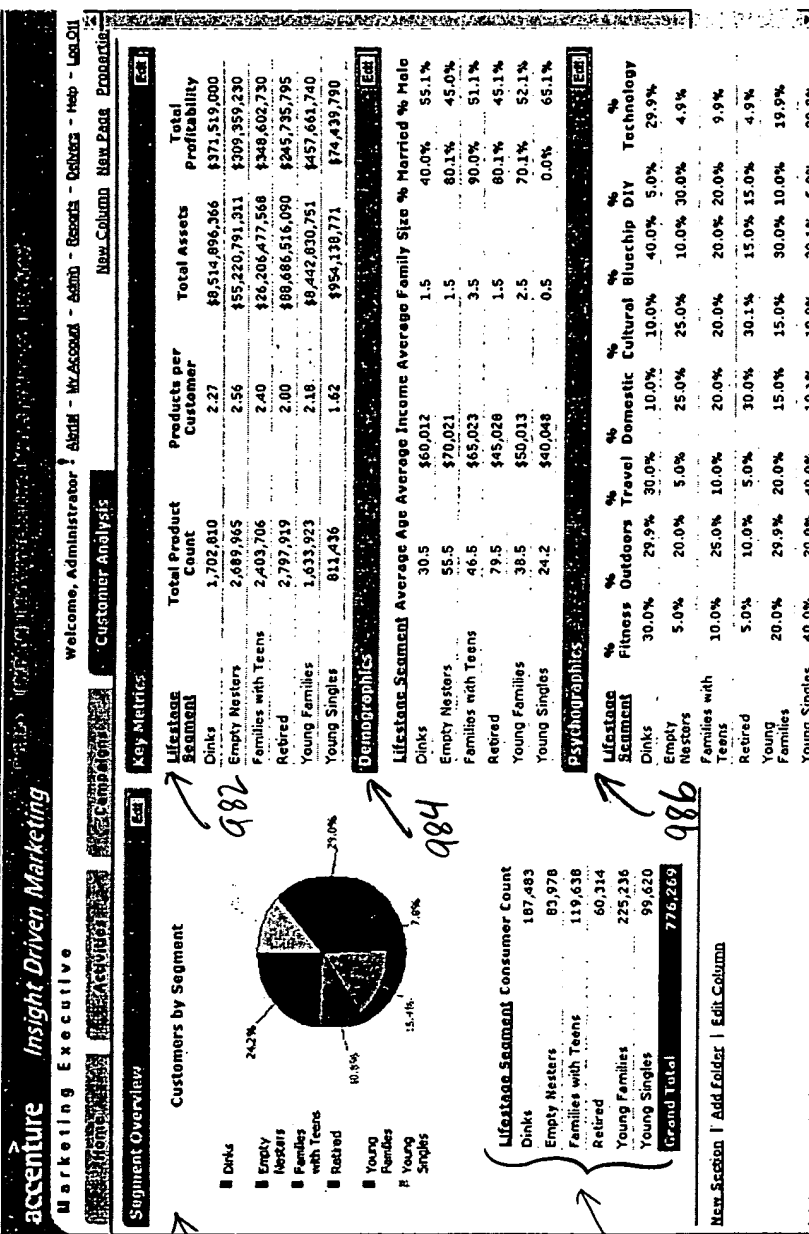


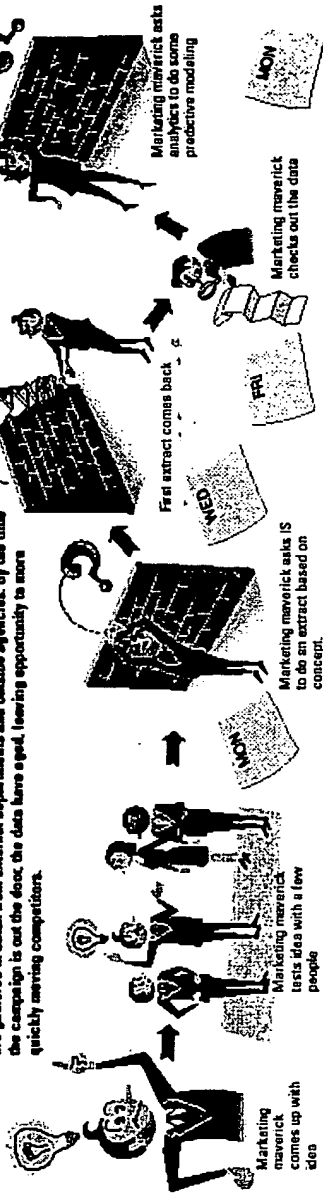
FIG. 12

FIG. 13A

# ANATOMY OF A MARKETING CAMPAIGN: THEN AND NOW

## 26 WEEKS VS. 26 MINUTES

**26 Weeks:** For many companies today, moving from marketing idea to campaign execution is a long, laborious series of steps. Collaboration is hindered by functional silos. Data are gathered in batches from external departments and outside agencies. By the time the campaign is out the door, the data have a good, leaving opportunity to more quickly serving competitors.



**26 Minutes:** Gathered in a quality circle, the cross-functional marketing team views analysis of real-time data, brainstorm ideas, and assigns responsibilities. With integrated tools and data at their fingertips, they are able to move quickly, employing technology to integrate customer data, content, and fulfillment to deliver the marketing campaign—getting it right the first time.



FIG. 13B

